



Because Goodwill Industries are typically American. Local Goodwill Industries are private, non-profit, autonomous organizations, controlled and directed by local Boards of Directors and responsible to local needs and resources.

Because Goodwill Industries are needed. Nearly two million handicapped and disabled persons annually seek an opportunity for training and employment.

Because Goodwill Industries conserve productive power. Numerous studies indicate "It's Good Business to Hire the Handicapped" for their production, safety and attendance records compare favorably with any other group of workers.

Because Goodwill Industries save human assets. There are very few tasks for which a handicapped person cannot be trained, provided facilities and services are available.

Because Goodwill Industries recognize the worth of the individual. Goodwill Industries is people, not machinery nor equipment. Its most precious asset is the worth and dignity of human personality. Because it converts tax consumers into tax payers. Last year handicapped workers in Goodwill Industries paid \$1,387,890.00 in federal social security and income taxes.

Because Goodwill Industries provide employment and employment is essential to man's welfare and happiness.

Because Goodwill Industries strengthen the social resources of the community. Working cooperatively with other agencies it seeks to meet unmet needs in the community.

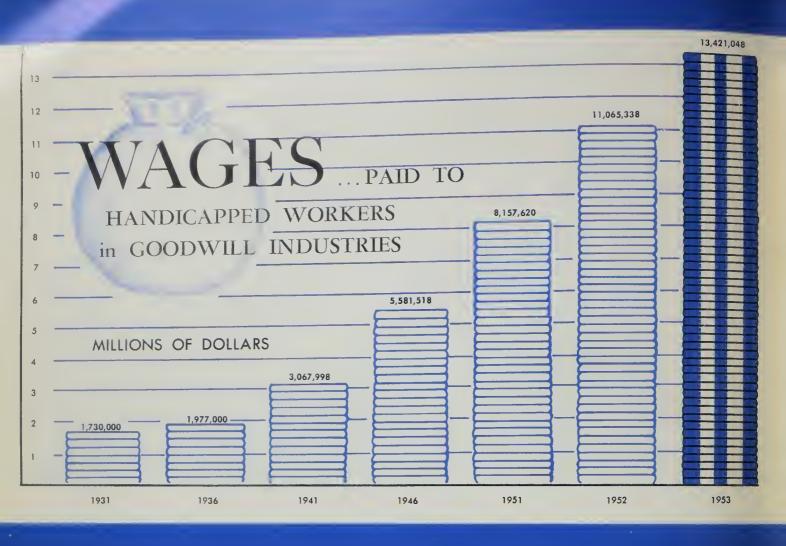


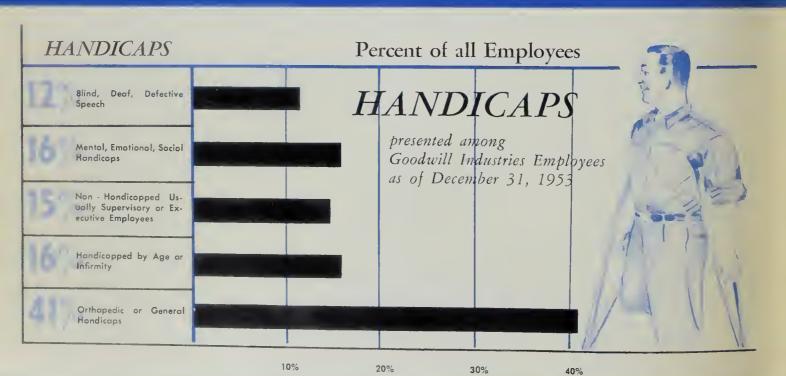
Because Goodwill Industries is a thrifty program. Last year its total program of 19,204,323 dollars operated on a cash subsidy of less than 6 percent. Because Goodwill Industries save the waste from an abundant economy. Last year two million housewives contributed useable discards to local Goodwill Industries providing more than 15,301,178 million man hours of training and employment.

Because Goodwill Industries is a spiritual force. It recognizes there is no complete rehabilitation without the individual recognition of the values of the religion of one's own choice.

Because Goodwill Industries enlist the support of men and women who desire to help handicapped persons help themselves. More than three thousand men and women serve on local Boards of Directors.

Because Goodwill Industries is an expression of man's concern for human need. Goodwill Industries seek to travel life's Jericho Road and bind up the wounds and help the infirmities of mankind. It renders service without respect to class, color or creed.







"Employment is Nature's best physician and is essential to happiness"—Galen

The creation of something new is always a fascinating and challenging task. It is an endeavor filled with challenge and it is always an ultimate gain to society and the welfare of people.

It is thus in Goodwill Industries, for the basic purpose of Goodwill Industries is to provide handicapped and disabled persons vocational training and employment so that, eventually, they may become useful, self-sustaining members of the community. The process of creating new workers from our large and almost overwhelming group of disabled and handicapped persons, is the unique contribution Goodwill Industries is making to the welfare of our national economy. It is a service filled with tremendous social and economic implications.

The Goodwill Bag and the Goodwill Truck are rapidly becoming symbols of national thrift and service. The useable discards from two million American homes provide the "raw material" for a training and employment service. The skillful utilization of household discards is the process whereby men and women are restored to usefulness and employment. The jobs involved in restoring and renovating these contributed articles provide the work and training opportunities for our disabled citizens, and the whole program is dedicated to the task of making new workers.

To someone whose life has been shattered by a disability the self-respect and the self-support of a job is the difference between hope and despair. But a job is not enough.

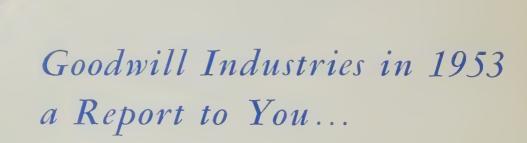
The young man classed as "totally disabled," the girl who never walked before, the older person out of step with the pace of modern industry . . . these people need rehabilitation and restoration to useful productive activity.

Rehabilitation and restoration is complex because the particular needs of individual handicapped persons differ widely. The right combination of training and work, special rehabilitative services and spiritual inspiration has to be found for each individual.

The way the complex process is accomplished varies among the one hundred and five local autonomous Goodwill Industries. To call any combination of services the "right one" would be unwise. All Goodwill Industries have one goal—better service for the handicapped persons of their communities

While handicapped men and women in our nation seek for a chance to become "new workers" through the ministry of the Goodwill Way, there can be only one course for the Goodwill Industries movement—the fullest utilization of all possible rehabilitation resources in a cooperative community effort to rebuild lives and create new workers.

The imperative of a national need demands "A Chance, Not Charity" for those who desire to walk the road to usefulness and self-respect.



"Two grave problems have long troubled the conscience of the people of America. They are, the waste of materials and the waste of men." Thus begins the 1953 report of the Executive Director of the San Diego Goodwill Industries. It is the beginning of our report, also.

Goodwill Industries has a part in developing the solution to this overwhelming national problem and during the year 1953 marked progress in many areas has been made. The figures are significant. More Goodwill Industries are organized and operating—105 for 1953, a gain of three, with three additional organizations to be completed in 1954. More wages paid—\$13,421,048 in 1953, a gain of \$2,197,876 over 1952 operations. More persons served—22,241 in 1953, a gain of 2,464 from the previous year. A considerable amount of improvement in facilities, equipment and programs was also recorded. Total earned income of \$16,979,586 reached an all time high.

Of more importance is the fact that, increasingly, Goodwill Industries is providing a more nearly adequate vocational training and employment service for handicapped and disabled persons. In addition, supportive services of a medical, psychological, social and spiritual ministry are being made available in some of our Goodwill Industries. While the total persons served last year (22,241) is significant, we are constantly aware of the large number we have not been able to serve. Opportunity for this larger group is one of the challenges before us.

But, there is something of supreme importance in our reporting to you. It is not found in a table of statistics, the balance sheet, nor is it in the news articles and awards. These are only symbols of service. It has its roots in spiritual dynamics. The real measure of the service of Goodwill Industries is found in the hearts and lives of those it has been able to serve. Their achievements demonstrate the worth of human personality.

Ruth, who is back in the pay line. Jim, who has a job. Frank, who has found life worth living again. Henry, who now operates his own repair shop. These are only four of more than 22,241 persons who, last year, received training, employment and service in our Goodwill Industries.

How do you determine the achievements of those who have proved it is "ability which counts"? There is no convenient measuring stick, but we do know the new sense of usefulness, the money in the pay envelope, the productive skill which has been reclaimed, the skillful utilization of useable discards, and the federal income taxes paid are all dividends of Goodwill. They are returns on investments of love and service made by you who have in any way contributed to the support and welfare of our Goodwill Industries. Without these gifts of material and service we could not operate.

The year just closed has been a good year. It has been a year in which we have been concerned about improvement of our service to people. The achievements of 1953 provide incentive and confidence for an enlarged service in 1954. Each succeeding year must be better. Together we propose to make it so, for that is the Goodwill Way.

Goodwill Auxiliaries in 1953 a Report to You...

The National Council of Woman's Auxiliaries to the Goodwill Industries of America, Inc., report progress at many points. With the completion of four newly organized Auxiliaries, a Junior group at Portland, another at Battle Creek, and two others in Wilmington and Camden, we now total seventy-four.

Our main objective is to promote and increase the work of Goodwill Industries locally through the help of volunteer groups. Urging each Auxiliary to become more completely integrated in Goodwill's total program, we have been approaching minimum standards for effective work by stressing the need for an informed membership, thoroughly oriented to the needs and program of the local plant.

The Auxiliary News Letter mailed monthly to Auxiliary presidents, Auxiliary leaders and executives has reported activities, projects and successful methods, thereby providing a medium for the exchange of ideas. We are confident that The Auxiliary Handbook will be of help in the organization and development of new Auxiliaries and in assisting already organized ones in becoming more effective and representative of the community.

In addition to the services given our local plants across the country, we have identified ourselves with the nation-wide movement by pledging \$3,000.00 over a three year period to be used for the National Leadership Training. The proceeds from our special Anniversary Teas which honor Dr. Helms' birth date, go for this purpose. All money received in excess of the \$3,000.00 will be transferred at the end of the three year period to our Edgar J. Helms Fund of \$2,264.05 which is now a designated fund within the General Memorial Fund of Goodwill Industries.

Personal gifts from Auxiliary presidents have been given this year to help open the doors of success to the Goodwill Industries of Mexico City.

I especially appreciate the splendid cooperation of the national office and its staff, the interest and support of the local executives and regional directors. It is surely a privilege to work with consecrated men and women as together we advance the cause of Goodwill Industries.





Delegates and their families arrending the assembly in Los Angeles are extertained in Son Francisco.



Members of Goodwill Industries porticipate on NBC's True or Consequences storring Rolph Edwards.





The 32nd Annual Delegate Assembly in California...

Once every two years the Delegate Assembly of Goodwill Industries of America is held. To this meeting there come members of the national Board of Directors, Executives and members of the staffs of local Goodwill Industries, representatives from local Boards of Directors, delegates from Woman's Auxiliaries and interested friends. The attendance approximates four hundred and fifty persons.

The 1953 Delegate Assembly was held at Occidental College in Eagle Rock, just north of Los Angeles, California, June 21-25. Here, in a lovely college campus setting, among friends and associates, surrounded by the marvelous courtesies of the host Goodwill Industries—Los Angeles—the membership of the Assembly addressed themselves to the task of preparation for service in a new day when the demand for the helpful program of Goodwill Industries is unparalleled.

Through interest meetings, workshop sessions and inspirational addresses, the program and contribution Goodwill Industries is making to the nation's handicapped was set forth in bold and challenging outline. The need for new and better ways of doing our task was explored. The experience of local programs was evaluated in the light of possible national implications and applications.

The dimension of the task before us was studied and consideration was given to the revealing and utilizing of all possible resources. The contribution of lay and professional leadership was studied and long-range plans were made to extend the program of Goodwill Industries in many areas.

Among the Major Results of the Meeting Were:

An increased sense of movement-wide growth and responsibility. A recognition of the maturing process in the program of Goodwill Industries.

An emphasis upon the need of maintaining acceptable standards of service

A recognition that Goodwill Industries is a part of the total rehabilitation process and, as such, has a responsibility for participating in programs of community cooperation. We seek cooperation, not duplication.

A recognition of the vital contribution which can be made by the layman group and provision for them to have equal representation in membership of our national Board of Directors. Recognized the national publicity and awards which have been given to Goodwill Industries in recent months.

Adopted a program providing for expansion and improvement of national services.

Arranged for enlargement of the national staff.

These significant actions will mark the 1953 Delegate Assembly as one of the most forward looking meetings we have ever held and will be reflected in the ongoing development of Goodwill Industries, everywhere.



During Goodwill Week, 1953 a 15 minute radio script was prepared and recorded by the distinguished actor, Herbert Marshall. It was entitled "Reward" and tells the story of Goodwill Industries in an entertaining and heartwarming manner and was used by over 500 radio stations throughout the nation.

At the same time, a one minute film starring Herbert Marshall was prepared for use in local areas where television stations are located. It asks for the public support of Goodwill Industries and points up the vital need for the useable, repairable household discards necessary to give handicapped workers employment.

On May 4th, the First Annual Goodwill Award was presented to Kate Smith on her National Broadcasting Company television program. Miss Smith was the logical one to receive this award as she had given tirelessly of her time and voice to aid the Goodwill Industries' cause. Her radio and television programs as well as personal appearances were always available to Goodwill and it was whole-heartedly agreed that she had done more than any other individual to spread the Goodwill Industries' message into thousands of American homes.

When the President's Committee presented Goodwill Industries their Distinguished Service Certificate a 4½ minute film entitled "The Goodwill Story" was prepared in cooperation with this distinguished committee. It has proven itself to be extremely valuable for use on television as well as for civic group showings.

Easily one of the publicity highlights of 1953 was the appearance of a feature, entitled "They Give Them A Second Chance" by George Sessions Perry in the October 3rd issue of the Saturday Evening Post. This article alone has put the Goodwill Industries message in millions of American homes and made countless new friends for the organization.

We Are Justly Proud

Five significant recognitions of the program of Goodwill Industries occurred in 1953

The first award was made on March 3rd when the American Public Relations Association presented Goodwill Industries its Certificate of Achievement.

The second was a presentation on April 2nd of the George Washington Medal and a One Hundred Dollar (\$100.00) Award from Freedoms Foundation of Valley Forge, Pa. In making this award President Kenneth Wells called attention to the service of Goodwill Industries and called the program a living symbol of a great free nation."

The third award was the Distinguished Service Award of the President's Employ the Physically Handicapped Committee. In making the award on September 15th, Dr. Ross T. McIntire, Chairman of the Committee, cited Goodwill Industries for its splendid service to disabled and handicapped persons.

The fourth was an article on Goodwill Industries which appeared in the October 3rd issue of the Sarurday Evening Post in which the author stated Goodwill Industries is a typical American Institution.

The final recognition was a letter on November 18th from the President of the United States in which he wrote, "Your efforts to find employment for the Nation's handicapped help both them and the Nation as a whole." The President's letter is reproduced on the inside cover.

These recognitions of our program are gratefully received with the profound hope that we may continue to merit the esteem and good wishes of our fellow citizens.





Services of the NATIONAL ORGANIZATION

A national forum as a common meeting ground for exchange of ideas and methods.

Conducts regional and national Training Institutes.

Recruits and trains leadership.

Operates Training Sessions in Washington, D. C., and supervises "in-service" training in approved centers.

Makes expansion surveys and assists in the organization of new Goodwill Industries.

Collects and releases news and information.

Conducts research and evaluation on methods, procedure and policies.

Publishes operation manuals, weekly News Letters, Quarterly Bulletins and an Annual Report.

Represents local Goodwill Industries on the national level.

Establishes standards for operations and services.

Promotes interest group conferences.

Makes surveys and studies of present and proposed local programs.

Develops and checks self-evaluation schedules for local Goodwill Industries.

Furnishes counsel and suggestion on all phases of operations through Regional Leaders, special consultants and National Staff.

Represents local Goodwill Industries before Congressional and Governmental Agencies.

Secures publicity on the national level.

Prepares resource material for promotion and publicity programs.

National Staff makes personal visitation to local Goodwill Industries.

Promotes development of Rehabilitation Services and interest in rehabilitation program.



No one connected with Goodwill Industries is satisfied with our present level of achievement and service. While it is true there has been a marked advance, we of Goodwill Industries are the first to admit that "we have made only a beginning."

No single agency or service is equipped to care for the staggering total number of disabled persons who can be restored to usefulness and self-respect. Many organizations and programs will have to be employed cooperatively to avoid overlapping and insure maximum efficiency. Happily, there is a substantial trend toward cooperation among agencies working in the field of rehabilitation.

At this point, we believe that there is in the Goodwill Industries the potential of service for two hundred and fifty thousand handicapped and disabled persons, annually. Since our present scope only covers twenty thousand we recognize the goal as a large one, but feel it is attainable as our confidence is sustained by the following:

Increasingly, the American Public is being made aware of the values of rehabilitation.

Handicapped and disabled persons who have been trained for the positions they fill maintain attendance, safety and production records equal to, or better than, non-handicapped workers.

Rehabilitation and vocational training costs are one time expenditures. Income tax payments more than offset funds expended for rehabilitation services.

Recognition that in the recaptured productivity of handicapped and disabled persons there is a tremendous resource for national economic strength.

Recognition that idleness is a disgrace and the inventive genius of America is fully capable of devising ways and means whereby every handicapped and disabled person may have an opportunity to prove his worth.

Coupled with these factors is the experience Goodwill Industries has captured over its more than fifty years of service.

The Goodwill Way—now approaching maturity and with an increased national recognition—has a responsibility for extending its services. To accomplish this task we will require resources, facilities and a trained and dedicated leadership. Thirty thousand dollars is needed to launch a new Goodwill Industries. Given an adequate community, a useable facility, needed equipment and a trained leadership, the program begins to serve from the start. Expansion is geared to local needs and resources under local autonomous control.

Our present record of growth and service is a valid forecast of what can be done. The future expansion is in the hands and hearts of men and women of Goodwill who want to help their fellow men. We look to the future with confidence because we know "America cares" and has concern for the welfare of its disabled and handicapped citizens.

104 LOCAL AUTONOMOUS GOODWILL INDUSTRIES

Thomas E. MacDonald, 822 E. Heron St. Kenneth L. Downing, 119 N. Howard St. Aberdeen, Wash. Akron, Ohio William B. Parrott, 115 Edith St., S.E. Albuquerque, N. Mex Howard R. Dunlavy, 621 Morton Drive Warren M. Banta, 388 Edgewood Ave., N.E. John W. Payne, 201 S. Broadway Ralph A. Church, 28 Water St. Charles H. Jennings, 1715 Ave. F, Ensley Ashtabula, Ohio Atlanta, Ga. Baltimore, Md. Battle Creek, Mich. Birmingham, Ala.... Henry E. Helms, 85 Shawmut Ave. Boston, Mass. Henry E. Helms, 85 Shawmut Ave.
Joseph E. Pouliot, 786 Main St.
Wm. Milligan Park, 1024 Fulton St.
Glenn W. Leighbody, 153 N. Division St.
James D. Fraser, 420 South 5th St.
J. Lewis Marshall, 713 E. Tuscarawas St.
Alexander J. Waugh, 502 Kanawha Blvd., East
H. L. Blackwelder, Route 6
Claude W. Whitehead, 307 E. Main St.
Richard G. Boyd, 1500 W. Monroe St. Bridgeport, Conn. Brooklyn, N. Y. Buffalo, N. Y... Camden, N. J. Canton, Ohio Charleston, W. Va. Charlotte, N. C ... Chattanooga, Tenn.. Richard G. Boyd, 1500 W. Monroe St. Chicago, 111. Bryce W. Nichols, 514 East Pearl St. Oliver A. Friedman, 2416 E. Ninth St. Cincinnati, Ohio Cleveland, Ohio George M. Evans, 94 N. Sixth Street Columbus, Ohio Corpus Christi, Texas Arthur E. Scott, Jr., 323 North Staples St.John Faris, 213 S. Main St. Council Bluffs, lowa Gerald L. Clore, 2511 Elm St.
Lee H. Lacey, 201 S. Fifth St.
Walter C. Loague, 1130 31st Street
Harold H. McKinnon, 6522 Brush St.
Ervid M. Clemons, 1732 W. Superior St.
Roger P. Davis, 218 W. San Antonio St.
Ernest A. Tippett, 1117 Peach Street Dallas, Texas Dayton, Ohio Denver, Colo. Detroit, Mich. Duluth, Minn. El Paso, Texas Erie, Pa. Russell G. Albrecht, 2410 N. Saginaw St. Evansville, 1nd. Flint, Mich. Louis Cohen, 121 Garrison Ave. John E. Hoskins, 112 E. Columbia St. Everton O. Dibb, 665 South Main St. Fort Smith, Ark. Fort Wayne, 1nd. Fort Worth, Texas. Gary, Ind... Harold J. Goodwin, 1224 Broadway Grand Junction, Colo...... William A. Bowden, 1020 S. Fifth St. C. Burt Monnett, 34 State Street Hammond, Ind..... Harrisburg, Pa. Houston, Texas. J. Clyde Ziegler, 41 North 13th Street Mrs. Dorothy Rice Ewell, 515 Smith St. Howard G. Lytle, 215 South Senate Ave.
Amos B. Bogart, 217 North Jackson St.
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Mrs. Robert F. McKee, 1201 West Seventh St.
Walter L. Case, 457 Golden Ave.
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Paul W. Bowles, 99 Willie Street Louisville, Ky. Lowell, Mass.. Marvin L. McPheron, 94 N. Second St. Robert P. Hogg, 2102 W. Pierce St. Memphis, Tenn. Milwaukee, Wis. Minneapolis, Minn. George H. Angell, 413 South Third St. Clyde E. Bedwell, 794 Pine Street Marc Burbridge, 217 South Main St. Muskegon, Mich... Muskogee, Okla.. New Haven, Conn. Harold J. Mahew, 238 State Street
Harold Francis, 210 Chartres St.
Edward E. Rhatigan, 123 East 124th St. New Orleans, La... New York, N. Y. Norfolk, Va.... L. Eugene Adair, 316 Bank Street Frank G. Flegal, 485 Sixth Street Floyd R. Nicholson, 516 W. California St. Oakland, Calif. Oklahoma City, Okla. Omaha, Nebr. William Ragolio, 1013 North 16th St. Len Smith, 512 South Adams Street Peoria, 111. Charles L. Priest, 1705 W. Allegheny Ave.

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Marion C. Smith, 512 S. E. Mill St.
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George T. Harris, 204 Union Street
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Terre Haute, Ind. Theo. Grob, Sr., 122 North Fifth St.
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CANADIAN GOODWILL INDUSTRIES

Hamilton, Ontario, CanadaAmity Rehabilitation Center Mr. G. Oliver, Managing Director 79 John Street, South

Goodwill Industries 350 Lyle Street London, Ontario, Canada.

Ottawa, Ontario, Canada........... Ottawa Neighborhood Services 987 Wellington Street

Canada Goodwill Industries

Mrs. Minnie Post, Superintendent

163 North Victoria Street Sarnia, Ontario, Canada

Toronto, Ontario, Canada Society for Crippled Civilians

Mr. B. E. Parks, Managing Director 91-97 Jarvis Street Vancouver, B.C., Canada............. Goodwill Activities Association

(Registered) Mr. George Chester, Executive Director

6414 Fraser Avenue (Zone 15)

Winnipeg, Manitoba, Canada........Canadian Goodwill Industries, Limited

Mrs. Charlotte Byron, Manager 70 Princess Street

MEXICAN GOODWILL INDUSTRIES

Mexico City, D. F., Mexico.Goodwill Industries of Mexico, Inc. (Índustrias de Buena Voluntad) Dr. Roberto Pedraza-Medina, Executive Director Apartado Postal 1262 (Zone 1)

A Declaration of Independence for the Physically Handicapped

IN THE SPIRIT of our national Declaration of Independence, set forth 175 years ago today, we of the Goodwill Industries of America reaffirm our faith "that all men are created equal; that all men are endowed by their Creator with certain inalienable rights: that among these are life, liberty and the pursuit of happiness."

So believing, our Nation incurs a concern for the health and welfare of all mankind. It incurs particularly a concern for those of its own people who through birth, accident or disease and service in defense of their country have become

handicapped.

Our Nation has recognized that disabling misfortune is no respector of person, group, creed, color or economic class. The strength of the Nation is the

sum of the strength of its citizens.

In accord with this, and inherent in the philosophy of the Goodwill Industries Movement is our belief that to provide for the physically handicapped opportunities for work which they are qualified to do is to make possible for all

citizens a maximum economic security.

The Goodwill Industries have pioneered in promoting opportunity for the handicapped and their right to maximum personal achievement. Since the founding of the Movement at Morgan Memorial in Boston, forty-eight years ago, it has held that to provide "Not Charity, But A Chance" is the one true way to help handicapped persons achieve a useful, independent and happy life.

We challenge all non-handicapped persons to open their hearts and bestir their hands to serve the rights and needs of our disabled fellow citizens.

Further, since to insure the preservation of our national independence we must make strong the weak, we urge for all handicapped persons these inalienable rights:

- 1. Opportunity for, and access to, the best that medical science can provide to aid in their fullest possible physical restoration.
- 2. Educational facilities, both academic and vocational, to insure them the fullest opportunity to develop their remaining abilities and thus equip them for self-respecting, productive employment.
- 3. An accelerated national program aimed at discovering or creating the utmost employment opportunities for the handicapped.
- 4. Wider employer acceptance of physically handicapped persons in jobs they are fitted to perform.
- 5. Concerted action to arouse a wider public acceptance of the physically handicapped, freeing them alike from social prejudice and special privilege.
- 6. Counsel and aid in leading the handicapped to sources of spiritual strength to sustain their moral, emotional and intellectual well-being.

This Declaration of Independence for the Physically Handicapped is set forth in the City of Washington this Fourth day of July in the year of our Lord nineteen hundred and fifty, and of the Independence of the United States the one hundred and seventy-fifth.

Goodwill Industries of America, Inc.

Directorate of Governing Bodies

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